

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM508955

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Viacom International Inc.		02/01/2019	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Alloy Digital, LLC
Street Address:	366 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	Limited Liability Company: DELAWARE

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	4486877	BLISSTREE
Registration Number:	4311277	CRUSHABLE
Registration Number:	2655591	GURL
Registration Number:	2655592	GURL
Registration Number:	4527646	THEGLOSS
Registration Number:	4552163	THEGRINDSTONE
Registration Number:	4810818	CLEVVVER
Registration Number:	4153821	CLEVVVER
Registration Number:	4810817	CLEVVVER MAGAZINE
Registration Number:	4153822	CLEVVERTV

CORRESPONDENCE DATA

Fax Number: 6462802010

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 2126492010

Email: trademarks@hearst.com

Correspondent Name: Maureen Sheehan

Address Line 1: 300 West 57th Street

Address Line 4: New York, NEW YORK 10019

TRADEMARK

NAME OF SUBMITTER:	Rosemary Douglas
SIGNATURE:	/Rosemary Douglas/
DATE SIGNED:	02/06/2019
Total Attachments: 7 source=viacom to alloy digital#page1.tif source=viacom to alloy digital#page2.tif source=viacom to alloy digital#page3.tif source=viacom to alloy digital#page4.tif source=viacom to alloy digital#page5.tif source=viacom to alloy digital#page6.tif source=viacom to alloy digital#page7.tif	

RELEASE OF SECURITY INTEREST

This Release of Security Interest is made as of February 1, 2019 by Viacom International Inc. ("Lender").

WHEREAS, Alloy Digital, LLC, a Delaware limited liability company ("Company") granted to Lender a security interest in the trademarks described on Exhibit A attached hereto (the "Intellectual Property") under an Intellectual Property Security Agreement dated October 30, 2015 ("Security Agreement"), recorded with the US Patent and Trademark Office at Reel/Frame 5672/0696.

WHEREAS, subsequent to the filing and recordal of the Security Agreement, on October 26, 2017 the Company assigned the trademarks listed in Exhibit A-1 attached hereto to Defy Media, LLC, which assignment was recorded with the US Patent and Trademark Office on October 27, 2017 at Reel/Frame 6191/0525, a copy of which is attached as Exhibit B.

WHEREAS, Lender agrees to release its security interest in the Intellectual Property.

NOW THEREFORE, Lender hereby terminates and releases its security interest in the Intellectual Property.

Ally Bank, as Attorney in Fact for
Viacom International Inc.

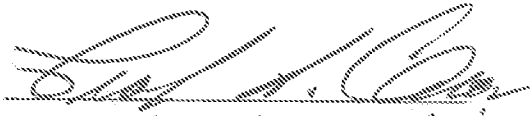

Name: FRANK A. CHIOFARI
Title: AUTHORIZED SIGNATORY

Exhibit A

Trademark	Registration No.
BLISSTREE	4486877
CRUSHABLE	4311277
GURL	2655591
GURL	2655592
THEGLOSS	4527646
THEGRINDSTONE	4552163

Exhibit A-1

CLEVVER	4810818
CLEVVER	4153821
CLEVVER MAGAZINE	4810817
CLEVVERTV	4153822

Exhibit B
Assignment

[See attached]

EXHIBIT 3

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM448814

SUBMISSION TYPE:		NEW ASSIGNMENT	
NATURE OF CONVEYANCE:		ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Alloy Digital, LLC		10/26/2017	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Defy Media, LLC		
Street Address:	366 5th Avenue, 4th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4153821	CLEVVER	
Registration Number:	4810818	CLEVVER	
Registration Number:	4810817	CLEVVER MAGAZINE	
Registration Number:	4153822	CLEVERTV	
CORRESPONDENCE DATA			
Fax Number:	2028037953		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2028887786		
Email:	doCKET@markerylAW.com, stACEYwATSON@markerylAW.com, tarADAY@markerylAW.com		
Correspondent Name:	Stacey J. Watson		
Address Line 1:	P.O. Box 84150		
Address Line 4:	Gaithersburg, MARYLAND 20883-4150		
NAME OF SUBMITTER:	Stacey J. Watson		
SIGNATURE:	/Stacey J. Watson/		
DATE SIGNED:	10/27/2017		
Total Attachments: 2			
source=Trademark Assignment-CLEVVER Registrations from Alloy Digital to Defy Media-signed#page1.tif			

OP 5115.00 4153821

ASSIGNMENT

WHEREAS, Alloy Digital, LLC, a limited liability company existing under the laws of Delaware, having a mailing address at 366 5th Avenue, 4th Floor, New York, New York 10001 (hereinafter referred to as "Assignor"), is the owner of the registered marks listed on Schedule A and of the trademarks shown in said registrations, and of the goodwill of the business symbolized by said marks;

AND WHEREAS, Defy Media, LLC, a limited liability company organized under the laws of Delaware, having a mailing address at 366 5th Avenue, 4th Floor, New York, New York 10001 (hereinafter "Assignee"), is desirous of acquiring the entire right, title and interest in and to the said United States trademark registrations, and the trademarks shown in said registrations and the goodwill of the business symbolized by said marks;

NOW THEREFORE, for one dollar and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, sell and transfer unto the said Assignee the entire right, title and interest in and to the said United States trademark registrations, and the trademarks shown in the said registrations, together with the goodwill of the business symbolized by said marks, the right to conduct business under said trademarks, and the right to sue for past and future infringements.

Done this 26 day of October, 2017.

Alloy Digital, LLC

By: _____



Name: Gina DiGioia

(print)

Title: Secretary

(print)

TRADEMARK

REEL: 006552 FRAME 0527

TRADEMARK
REEL: 006552 FRAME: 0779

SCHEDULE A

U.S. Registration Nos.	Mark
Registration No. 4,153,821	CLEVVER
Registration No. 4,810,818	CLEVVER
Registration No. 4,810,817	CLEVVER MAGAZINE
Registration No. 4,153,822	CLEVVERTV